

<<竞争者的智力Competitive Intelligence>>

图书基本信息

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内容概要

Fast track route to mastering the art of competitor intelligence Covers the fundamentals of competitor intelligence, from securing CEO buy-in and making sure the right people are in place to creating an internal intelligence system and setting up a war room Examples and lessons from some of the world's most intelligent businesses, including Motorola and Apple, and ideas from the smartest thinkers including Jan Herring, Ben Gilad and Leonard Fuld Includes a glossary of key concepts and a comprehensive resources guide ExpressExec is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers.

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